

## Austin Energy® Green Building Participant Logo Guidelines Licensing Agreement and Guidelines



Austin Energy Green Building (AEGB), (“we”), have created a Participant Logo (“Logo”) which we agree to license to the undersigned (“you”) under the following limited terms. The Participant Logo is shown above and includes a stylized lowercase “g” inside a house which is itself enclosed in a circle and contains the words “Austin Energy® Green Building” below the house and the words “Proud Participant” encircling the top of the house. Your use of the new Logo under this Licensing Agreement promotes your commitment to green building as part of the Austin Energy Green Building Program and provides an opportunity to strengthen the message of green building in and around our local community.

We want to work cooperatively with you to deliver a consistent message using a common language. Because the Logo conveys the message of your commitment to green building, it is important that it be used in a consistent manner by you.

### Ownership of Austin Energy Trademarks

You agree that the Logo is a trademark owned by Austin Energy (AE) and that your use of the Logo shall be only in accord with the terms and conditions of this Licensing Agreement and that you have no other rights therein, or any ownership or other usage rights in the Logo or any other trademark of Austin Energy. You agree that your rights under this Licensing Agreement may be revoked by Austin Energy in Austin Energy’s sole discretion. Reasons for such revocation may include, but are not limited to, your non-compliance with the terms or Austin Energy’s discontinuance of the program.

### Discontinue Use of Older Logos

As of May 2009, use of any other AEGB logo by you should be discontinued. If you remain eligible to use a logo, you should immediately switch to the new Participant Logo.

### Eligibility

The Participant Logo is available for use by companies and individuals who are actively participating with AEGB. Use of the Logo is solely authorized by AE staff to you under the terms of this Licensing Agreement. AEGB staff has sole authority to determine if you are eligible to use the Logo. The goal is to have building professionals use the Logo to specifically promote their rated projects. We also understand that companies and individuals want to promote themselves as environmentally conscious over the long-term, not just for one project. We have created these time-limited eligibility guidelines to preserve the integrity of companies that are truly committed to green building. By continuing to rate projects with AEGB, you demonstrate a consistent commitment to green building. Misuse of the Logo may result in your loss of the right to display or otherwise use the Logo in the future. If you are currently using the Logo, you will remain eligible to continue using it if you:

- Are currently working toward a rating; or
- Have rated a Single-Family, Commercial or Multifamily project in the past two years

### Eligibility for Single-Family, Multifamily and Commercial Programs’ Use of the Logo

- **Single-Family** projects may use the logo when the home rating is finalized or in the case of production builders, when the first home rating is finalized.

- **Commercial** projects may use the Logo after project registration, the initial meeting and project review. Logo use may continue during construction as long as the project stays on track to receive a rating.
- **Multifamily** developments may use the Logo after the conditional approval is awarded by AEGB. Logo use may continue during construction as long as the project stays on track to receive a rating.

After the rating is finalized, the Logo may be used by all your team members listed on the rating for two years. A one-year extension may be granted by AEGB staff. If you ceases to be a participant or you are notified by AEGB that you are no longer a participant, your right to display the Logo ends.

## Approved Uses of The Logo

The Logo may be used on your marketing and other print collateral materials including, but not limited to, websites, stationary, letterhead, business cards, print ads, brochures, flyers and signage. The Participant Logo may not be used on articles of clothing or giveaways/promotional items such as bags, hats, pens, etc.

The Logo may be used on a website as a link to the Austin Energy or AEGB homepage, your case study page or your Directory page. It may not be used to link to any other pages on the AE/AEGB web site, your web site or any third party website.

The Logo may be used by your eligible project team members on on-site signage and marketing materials specific to a project that is actively seeking a green building rating, after the project has been awarded conditional approval by AEGB staff. The Logo must be positioned near/adjacent to text that provides context for use, for example: "Project seeking a green building rating" or "Project designed/built to qualify for a green building rating" or "Future Austin Energy Green Building-rated project under construction." The Logo may not be used or associated with projects that are not actively seeking a rating from AEGB.

## Unacceptable Uses of The Logo

The Logo may not be the most prominent visual element on any of the materials. Your own name and logo must be significantly larger than the AEGB Participant Logo.

The Logo may not be used in any way that creates the perception that an individual or organization is an official builder, contractor, designer, etc. of AEGB. The Logo may not be used by you so as to indicate any kind of endorsement by AE or AEGB of any of your products or services, or to indicate that any official status for any product or service has been conferred by AEGB.

## Using Austin Energy® Green Building in Text

Our official program name is Austin Energy® Green Building. AEGB is the official acronym. Use the complete name on any first reference. Subsequent references in copy may use AEGB.

Depending on the type of project, you may use Austin Energy® Green Building Multifamily Rating, Austin Energy® Green Building Single-Family Rating, or Austin Energy® Green Building Commercial Rating. After the first use, the rating systems may be referenced as AEGB Single-Family Rating, or AEGB Multifamily Rating, or AEGB Commercial Rating.

## Unacceptable Uses of Austin Energy Green Building in Text

No other variations of the name or acronym are acceptable uses.

## Describing Austin Energy Green Building

You may use the following approved description in your documents in describing the Austin Energy Green Building program: Austin Energy Green Building (AEGB) leads the way in supporting the City of Austin's sustainability goals. AEGB's mission is to cultivate innovation in building and transportation for the enrichment of the community's environmental, economic and human well-being. In 1991, AEGB developed the first rating system in the U.S. for evaluating the sustainability of buildings, creating a model for many other cities as well as the U.S. Green Building Council's LEED certification system. Today, AEGB continues to shape city policies and energy codes while raising public awareness and creating demand for sustainable building practices.

## Artwork Files

AEGB will provide you Logo artwork files. Only files from AEGB may be used by you. Images captured from websites, scanned from publications or other sources may not be used.

The Logo may be printed in black and white or color. The one-color black and white Logo is used in all materials that are intended for faxing or use in black and white copying. It may also be used for printing one- or two-color projects.

## Use of the Logo in Full-Color

The Austin Energy Green Building Participant logo is provided to you in a CMYK (EPS format) to be used in full color printing. A Web safe RGB format color logo is to be used in Microsoft Products digital and video applications.

### CMYK

C 32 M 0 Y59 K0

C 80 M 0 Y100 K56

### Web Safe Colors

006633 dark green

99CC66 light green

## Minimum Size Requirements

The Austin Energy Green Building Participant logo may not be used by you smaller than 3/4" height and 3/4" width. On web pages the Logo may not be reduced to less than a 72 pixel height x 72 pixel width at 72 dpi. The height and width of the logo must be constrained to its original proportions.

## Minimum Space Requirements

The Austin Energy Green Building Participant logo requires at least "G" of empty space surrounding the logo. Exceptions to the space requirement must be approved by AEGB staff.

## Logo Scaling

The Logo should always be scaled proportionally. This can be done by holding down the shift key in most design, Word and spread sheet programs.

For printing, a provided EPS or high resolution JPG (300 dpi) file should be used. In instances where the logo is printed at a larger size, an EPS file must be used to ensure the image retains clarity. Lower resolution, web-optimized JPG or GIF files should be used for websites.

The Logo may not be altered in any way including proportion, color, element, type, etc. It may not be animated, morphed or distorted in any way. It should be used as stand-alone and should not be integrated into other logos, nor should additional text be added to or wrapped around it.

Austin Energy reserves the right to approve or disapprove the use of any AEGB logo. Any unauthorized use of an AEGB logo may result in legal action.

## Questions Regarding Logo Use

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